



**Washington State
Liquor Control Board**
3000 Pacific Ave. SE Olympia WA, 98504

August 5, 2011

No. 2011-10

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: SPIRIT SAMPLING PILOT

On September 1, 2011, based on ESHB 1202, the Washington State Liquor Control Board will begin a pilot of spirit sampling in 30 of our retail stores, to provide our customers the opportunity to sample premium spirit products. As our supplier, you will have the opportunity to be a sponsor and conduct one or more of these events in our stores to share your knowledge and samples of your products with the customers. As the sponsor of these events, you will be responsible for conducting the event in accordance with the process outlined below, and will be responsible for ensuring responsible service of the samples. Please note that this is a pilot program and the operational details may change at any time.

Events will be conducted in selected stores during specific times

We have identified the 30 specific stores where these events will be conducted. There can be a maximum of one event per week in each store. Initially the events will be on Fridays or Saturdays, from 4 to 6 p.m. To conduct an event in one of these 30 stores, each sponsor will need to submit a Sampling Request Form, which can be found on our web site at <http://www.liq.wa.gov/suppliers/supplier-resources>. Based on those requests, the WSLCB will assign sponsors stores and dates for the sampling events.

Initially, we will be assigning events for the month of September. **To conduct a sample event during September, request forms are due on August 11th.** Requests for events in subsequent months will be due according to the following schedule:

Sampling Months	Deadline for Requests
October 2011	August 20, 2011
November – December 2011	September 15, 2011
January – March 2012	November 15, 2011
April – June 2012	February 15, 2012
July – August 2012	May 15, 2012

Products being sampled will be premium and listed items, with some exceptions

- Events can feature up to four products, and at least two are required.
- Products sampled must be listed or OTO's (including seasonal) and must be premium products (above the price points listed below). An exception can be made for one of the four products to be below the minimum price points.

Brandy	Gin	Liqueurs	Rum	Tequila	Vodka	Cocktails	Irish	Scotch	N.A. Whiskey
\$16.95	\$18.95	\$13.95	\$14.95	\$17.95	\$15.95	\$10.95	\$30.45	\$25.45	\$17.95

The Sponsor of the event is accountable to ensure responsible service of samples

- The sponsor of the sampling is solely accountable for ensuring the responsible service of samples, including the age verification of consumers prior to sampling.
- WSLCB Enforcement will be doing random compliance checks of the sampling events. Individuals providing samples to minors or intoxicated persons, and the sponsors they represent, will be subject to penalties in accordance with Board Interim Policy BP-05-2001.

The WSLCB will provide the space to conduct the event and inventory for samples and customer sales

- The WSLCB will provide posters about the sampling events in sampling stores to increase customer awareness.
- On the day of the sampling event, at least 4 cases of inventory of each product being sampled will be available at the store for display in the sampling area.
- Store staff will not be available to assist in sampling station set-up or event operation.
- Store staff will provide inventory levels before and after the sampling event, in order for sponsors to report the number of bottles sold during the event.
- “No Minors” signs and a copy of the operational rules for sampling events will be provided at the store.

The sponsor of the sampling event is responsible to provide all staffing, equipment and supplies, and conduct the entire event, including set-up, breakdown, and clean-up

- All representatives conducting samplings must have current MAST training (Class 12 permit), and an agent’s license for the supplier of all products being sampled.
- Sponsors cannot advertise the sampling events outside of stores, including radio, print, or social media.
- The sponsor must provide an approved sampling station and stanchions to create a designated sampling area.
 - Sponsor may use the WSLCB sampling station provided at the stores for a one-time charge of \$480 for the duration of the 1-year pilot, regardless of the number of sampling events.
 - Contact the WSLCB Field Merchandising Manager Jamie Storm for full specifications of approved stations and stanchions.
- The sponsor must provide adequate supplies for the sampling event, including:
 - Product to be sampled, purchased from the WSLCB
 - Enough disposable cups no larger than 2 oz. for the entire 2-hour event
 - ¼ oz. measured pourers for each product being sampled
 - At least one dump bucket
 - Container to collect discarded liquid and cups
 - Informational sheets on the products being sampled, including at least one for store staff
- Collateral for sampling station may include pull-ups, sell sheets, approved MIR's, bottle glorifiers, accolades, etc. All collateral must be in compliance with WAC 66.08.060, 66.24.363 and not in poor taste.
- Sponsors cannot provide items of nominal value, such as key chains, T-shirts, shot glasses, etc. to the consumers per tied-house law.
- On the day of the event, sponsor’s representative needs to arrive 15-30 minutes before event, in order to have everything set up and ready to sample to consumers at the scheduled start time, with the sampling area set up according to the provided diagram and instructions.
- Sponsor must control the sampling area and ensure that all consumers sampling product are over 21 years of age, and not intoxicated.
- The samples may not exceed ¼ oz. and sponsor must ensure that no more than 4 samples per person per day are consumed. A mixed drink solution may be offered, but the total liquid sampled must not exceed ¼ oz.
- The sponsor must transfer inventory in excess of 1 month’s sales (in sampling store) to other stores, upon store managers’ request and approval.
- Upon completion of the event, sponsor will complete the sampling event report and submit it to WSLCB Field Merchandising Manager Jamie Storm at jgs@liq.wa.gov.

We look forward to working with our suppliers to make this pilot a success! If you have any questions, please contact Jamie Storm at 206-389-2417 or jgs@liq.wa.gov.